ABSTRACT OF THE DISCLOSURE

In one embodiment, a blocking layer prevents a client computer without a pass from accessing a website. The blocking layer may have opaque or transparent portions, and may prevent an end-user on the client computer from interacting with the website. The pass may comprise a cookie, for example. Depending on implementation, the client computer may still be provided temporary access to the website to minimize any negative effect the blocking layer may have on website traffic. The end-user may also be provided an offer to gain permanent access to the website.